

CITY OF LONG BEACH  
DEPARTMENT OF PARKS  
RECREATION AND MARINE

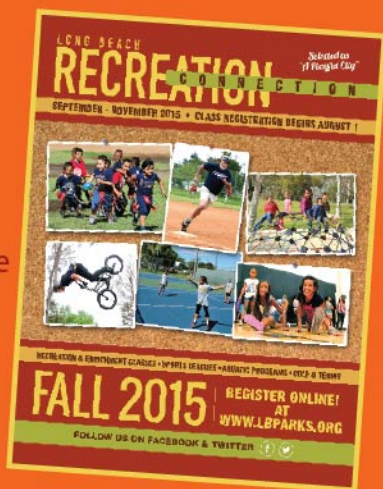
Reach Your Target M A R K E T !

Advertise in the  
**RECREATION**  
C O N N E C T I O N

The City of Long Beach, Department of Parks, Recreation and Marine "Recreation Connection" promotes classes and activities to over 88,000 households in Long Beach each quarter. Copies are direct mailed to over 75,000 homes, and distributed to local libraries, City offices, park community centers, and to City offices in the cities of Seal Beach, Signal Hill, Los Alamitos and Lakewood.

Published quarterly, the "Recreation Connection" has a minimum shelf life of three months and is an excellent vehicle for reaching families and active adults in the Long Beach community.

For additional information or to place an ad reservation, please call Jane Grobaty at (562) 570-3233.



# ADVERTISING ACCEPTANCE STANDARDS

1. Advertising within the "Recreation Connection" must be compatible with Department goals including:

- wellness and fitness
- cultural enrichment
- education and leisure experiences
- tourism and community promotion
- promotion of community-based services

Because space is limited, allocation will be prioritized as follows:

- Existing advertisers with one-year commitment
- Camera ready art submitted in acceptable format.
- Art received within time frame
- Space and size availability

DEADLINES	WINTER 2016	SPRING 2016	SUMMER 2016	FALL 2016
Space Reservations:	August 19, 2015	November 2, 2015	March 5, 2016	May 20, 2016
Ads To Be Built:	August 28, 2015	December 4, 2015	March 11, 2016	June 3, 2016
Camera Ready:	September 11, 2015	December 18, 2015	March 18, 2016	June 17, 2016
Goes to Print:	October 5, 2015	January 4, 2016	April 8, 2016	July 7, 2016
Publication:	October 26, 2015	January 25, 2016	April 25, 2016	July 25, 2016
Time Period:	Dec./Jan./Feb.	Mar./Apr./May	Jun./Jul./Aug.	Sept./Oct/Nov.

## ADVERTISING RATES

	Non-profit*	Commercial
Back Cover:	\$2,500	\$2,700
Inside Front Cover:	\$2,350	\$2,350
Inside Back Cover:	\$2,350	\$2,350
Full Page:	\$1,350	\$1,700
Half Page:	\$ 800	\$ 950
Quarter Page:	\$ 450	\$ 550

**\* Must provide proof of non-profit status to be eligible for rate.**

**10% discount per insertion for one to two insertions.**

**20% discount per insertion for three or more insertions.**

## AD SIZE SPECIFICATIONS

Cover/Full Page:	7 1/8" (horizontal) x 9 1/2" (vertical)
Half Page Vertical:	3 1/2" (horizontal) x 9 1/2" (vertical)
Half Page Horizontal:	7 1/8" (horizontal) x 4 5/8" (vertical)
Quarter Page:	3 1/2" (horizontal) x 4 5/8" (vertical)

# ABOUT LONG BEACH PARKS RECREATION AND MARINE

## RECREATION FACILITIES

161	Parks
26	Community Centers
3,125.4	Acres
212	Acres Medians
6	Miles Beaches
69	Tennis Courts
54	Playgrounds
5	Golf Courses
3	Pools
120	Capital Projects
3,677	Marina Slips
6	Dog Parks
7	Skate Parks

## PROGRAM PARTICIPATION

28,807	Recreation Class Enrollments
746,094	Youth & Teen Visits
342,313	Senior Citizen Visits
247,194	Sports Participants
336,769	Aquatic Program Visits
204,188	El Dorado Regional Park Vehicle Entries
714,658	El Dorado Regional Park Visitors
142,273	El Dorado Nature Center Visits
78,910	Attendees at Long Beach Municipal Band Concerts, Summer Park Concerts, and Movies in the Park program

City of Long Beach  
Department of Parks Recreation and Marine  
2760 Studebaker Road  
Long Beach, CA 90815-1697  
Fax (562) 570-3109  
E-mail - [lbparcs@longbeach.gov](mailto:lbparcs@longbeach.gov)  
Web Site: [www.lbparcs.org](http://www.lbparcs.org)



## **ADVERTISING LAYOUT SERVICE**

A staff of professional artists will assist advertisers with the creation of ads if needed. Costs for these additional services if desired can be quoted at time of ad space reservation, and/or the development of camera ready ads.

## **File Submission**

Camera ready art may be mailed to [jane.grobaty@longbeach.gov](mailto:jane.grobaty@longbeach.gov). Large files may be sent via an ftp server or by [www.yousendit.com](http://www.yousendit.com). Files may also be submitted on CD.

All files must include a hard copy color proof of the final camera-ready art. In addition to the final art, please include all artwork and fonts. Preferred file types: Adobe Illustrator or Photoshop CS2 or QuarkXPress 7.2.

Incomplete files and/or files in need of re-work may be subject to additional hourly charges. The advertiser will be notified prior to start of work. Please contact the Graphics Division for questions at (562) 570-3235.

## **Proofing Policy**

Proofs are for error correction only.

Approval of proof by an advertiser is final acceptance that the proof is correct. Advertiser-prepared advertisements and copy submitted too late to provide a proof are the sole responsibility of the advertiser. The City assumes no responsibility for errors when an advertiser has not signed approval or indicated changes on a proof.

Page proofing can be provided by appointment. Call (562) 570-3233.

## **Payment**

Payment is due within 30 days of the advertiser's receipt of invoice and proof of publication. Checks should be made payable to the City of Long Beach. Mail payments to:

Department of Parks, Recreation and Marine  
"Recreation Connection" Advertising  
Attn: Accounting Office  
2760 N. Studebaker Road  
Long Beach, CA 90815-1697